



Board of Directors Minutes
October 6, 2022
Location: Floor Doctors

- I. Call to Order – Marcus Coenen 7:00 p.m.
- II. Board Attendance:
 - a. Officers: President Marcus Coenen
 - b. Board: Eddie Fishman, Kate Ross, Tom LaPointe, Kylie Spies, Chris Friest, Therese Herold, Kylie Spies, Nicholas Mertes
 - c. Excused: Adam Plagge, Dave Busiek, Jay Kozel
 - d. Guests: Andrea (Iowa Food Co-op)
- III. Approval of Agenda: Approved with addition of merchandise and membership topics
- IV. September minutes – Approved
- V. Treasurer’s Report: Approved.
- VI. Public Comment: Andrea from the Iowa Food Co-op shared information on initiatives to increase visibility in the neighborhood. Membership is a one time \$50 charge, then \$10/year. Orders can be placed ahead of time on website and picked up at store. Discussed article in Sidewalk and promoting at Farmer’s Market.
- VII. Halloween event- Booverdale Trick or Treat. Therese provided update- 12 businesses lined up so far, additional interest from others, expect 15-20 total.
 - a. To be held 4-6PM on October 27th.
- VIII. Beaverdale banners- faded in less than a year. Adam reached out to supplier who agreed to replace. Will coordinate to replace as a book truck will be needed.
- IX. Website- Kate noted that tasks have been delegated and are in process. Target launch date January 2023.
- X. Holiday Happenings- scheduled for December 3rd. Shop Hop will return, Bar/restaurant deals with wristband, need to work on plans for tree. Possibly alcove at corner of Ace?
- XI. Other business
 - a. Merchandise update from Tom- sales are up, Tom is working on inventory. We are sold out of pint glasses.
 - i. Motion to authorize up to \$500 expenditure to reorder: approved
 - b. Membership - currently at 385, up from 346 in September

- i. Goal? 400-425. 10% would be ~540 members
- ii. Auto renewals should help

XII. Next meeting: Thursday, November 3rd at 7:00 pm

XIII. Meeting adjourned at 7:52 pm.